



Defense Logistics Agency

Hispanic Association of Colleges
and Universities (HACU) National
Intern Program

**Marketing For Program
Proponents**



HACU NATIONAL INTERN PROGRAM

When developing a marketing strategy:

- State the objective of the briefing
- State the reason for the briefing
- Provide information and supportive facts
- Allow for questions

09/04/16



HACU NATIONAL INTERN PROGRAM

Marketing Fundamentals

Marketing: (classic definition) Identifying and fulfilling customer needs.

(dictionary definition) The commercial functions involved in transferring goods from producer to consumer.

Successful marketing techniques include:

- Defining one simple, **consistent message** that is easy to understand
- **Repeating** the message to enforce audience retention
- Tailoring the same message to **different audiences** to meet the needs of each audience

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HACU NATIONAL INTERN PROGRAM

Three Components to the HACU Message:

Hispanic Association of Colleges and Universities National Internship Program is a **pipeline for employment** of Hispanic individuals and can help increase Hispanic representation within DLA's workforce.



HACU offers the **chance to have a positive impact** on a student's or graduate's life and help focus his or her career goals

HACU is an **opportunity for departments to benefit** from the support of an intern and a potential permanent employee

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Keep in mind the following when developing your marketing tools:

Consistency

Credibility



Repetition

on

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Targeting Different Audiences

Three target audiences for the HACU message:

- A. Those who have participated in hiring HACU interns in the past.
- B. Those who have shown interest but never had a HACU intern.
- C. ^{09/04/16} Those who have never hired, shown interest in



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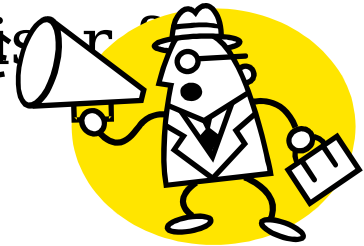
Targeting Different Audiences:

A. *Past Participants* -

- Have established a reception for the message
- Have the potential to continue participating if satisfied
- Have the potential to assist with recruitment of more participating managers and supervisors if increased

Agency participation

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Targeting Different Audien



B. Those who have shown interest but never participated -

- May initially be receptive to the HACU message
- May have a desire to participate but have had or continues to have organizational circumstances that seem to prevent participation
- May have the potential to be persuaded with a positive message regarding HACU

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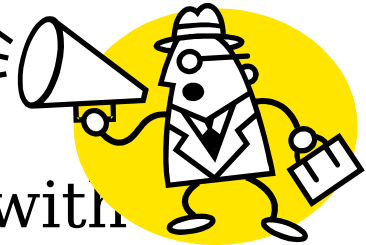
Targeting Different Audiences:

C. Those who have never hired, shown interest in

the program, or never heard of the

- Have no prior message reception or are skeptical about benefits to participating.
- Have the potential to receive a message with proper marketing technique.
- May be the most challenging audience to obtain support.

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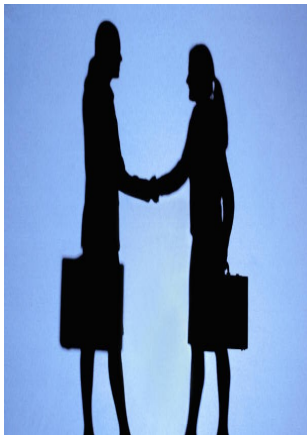


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Modes of Communication

Print

- Fliers
- Articles in DLA Today and Tomorrow and other Agency-wide publications
- Local publicity tools



Formal and Informal Meetings

- Personal meetings with participating managers
- Credible Source of personalized information
- Personal Connection

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Timing is Everything

Development of a marketing calendar

- Identify weekly and monthly goals throughout each intern sessions.
- Set target goals to meet each HACU internship session.

The intern program runs throughout the year, so publicity



year-round

recruitment cycle

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a emphasis

agency partic



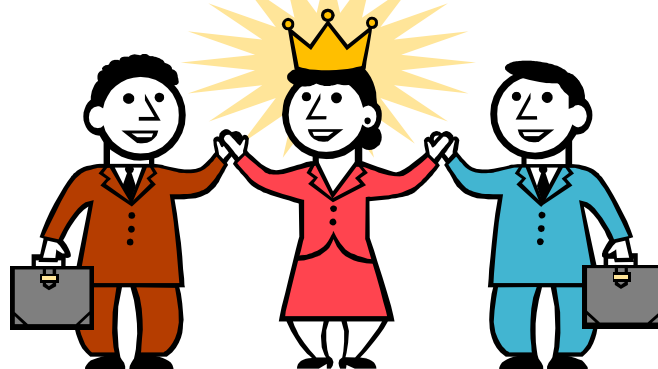
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Remember...

*Recognize and reward **your**
accomplishments along the
way!*



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